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APPENDIX A

SURVEY SAMPLE

Dear Survey Respondent –

Welcome to *Name of Park*! We hope you are enjoying your visit to one of North Carolina's many wonderful state parks.

Please take a few moments of your time to complete the following survey. It will help us determine the economic benefits visits to state parks provide for North Carolina communities. Any information you provide is strictly confidential, and the only personal information we will collect is your zip code.

If you have any questions regarding the survey, please feel free to ask the person who handed you the survey. You may also contact the survey team leader, Jerusha Bloyer, via email at email or by phone at (555) 555-5555.

If you are interested in learning more about the North Carolina State Park System, please visit

<http://www.ncsparks.net>

or call (919) 733-PARK.

We hope you enjoy your visit to *Name of Park* and that you come back to see us soon.

Thank You!

1. What is the zip code at your primary home address?
2. Prior to this visit, about how many days in the past year have you visited the park?
3. How many days will you be visiting this park on your trip?
4. How many nights will you be staying in the area (either in the park, with friends/family, or in a hotel/motel) this trip?
5. How many people (including yourself) are in your group? (This is the number of people for whom you typically pay the bills, e.g. your family or close friends).
6. Was visiting the park the primary purpose for your trip to this area? Yes No
7. If “No”, have you extended your stay in the area because of the park? Yes No
- 7a. If “yes”, how much longer? Days
8. If you answered “no” to Number 6, what is your primary reason for visiting this area?

We are interested in finding out the approximate amount of money YOU AND OTHER VISITORS IN YOUR IMMEDIATE GROUP will spend, including travel to and from your home during the course of your visit. We understand that this is a difficult question, but please do your best because your responses are very important to our efforts.

WHAT IS THE APPROXIMATE AMOUNT YOUR IMMEDIATE GROUP WILL SPEND IN EACH OF THE FOLLOWING CATEGORIES:

Type of Expenditure	In Area	Outside of Area
Admission fee to the park	_____	
Camping fees at park	_____	
Groceries	_____	_____
Dining out (restaurants, etc).	_____	_____
Recreational Equipment & Supplies	_____	_____
Other retail shopping	_____	_____
Lodging expenses	_____	_____
Rental car expenses	_____	_____
Private Auto Expenses	_____	_____
Any other expenses.	_____	_____

Finally, we are interested in knowing which activities at Name of Park you participated in.
Please select all that apply.

(a list of activities and services available at the park were included for the survey respondent to select from).

APPENDIX B

Procedure Log

Procedure Log – Selecting “local” zip codes from study park counties.

1. Obtain the appropriate data:

- 1.1 Download appropriate data files: you will need two data files to compute the zip codes for study park counties: a county boundary file and a zip code file.

County boundaries: download a county boundary file. For this paper, North Carolina county boundaries were obtained from the National Atlas website (www.nationalatlas.gov). Select the ‘boundaries’ menu. The 2000 county boundaries were selected (it is a compressed file): countyp020.

Zip code boundaries: download the ‘zip poly’ file from (www.esri.com.)

Save each of these files to a directory on your hard drive.

- 1.2 Open ArcMap 9.1 and add data to a new map. Find the files downloaded in the previous step and add them to the data frame.

2. Select North Carolina Counties from the U.S. county data file.

- 2.1 From the menu, select “Selection,” and “Select by Attributes.

Layer: countyp020

Method: Create a new selection

SQL equation: “STATE” = ‘NC’

Click “Ok.”

- 2.2 Zoom to selected features

From the “Selection” menu, select “Zoom to selected features.”

- 2.3 Right click on the countyp020 layer. Select “Data” → Export Data.

Export: Selected features

Make sure “Uses the same coordinate system as ‘this layer’s data source’ is selected.

“Output shapefile or feature class: “NC_counties.shp”

Click “Ok.”

- 2.4 Select “yes” when asked if you would like to add this layer to the map.

De-select the countyp020 layer.

3. Select North Carolina zip code areas from the U.S. zip code file.

3.1 Use the same procedures as those listed in steps 2.1 through 2.4. to create a new zip code layer we'll call "nczips.shp"

4. Select zip codes in study park counties: We know the parks are in the following counties (insert table from paper).

Park Name	County(s) where park is located
Gorges	Transylvania
Mount Mitchell	Yancey
Stone Mountain	Wilkes
Eno River	Durham, Orange
Hanging Rock	Stokes
Kerr Lake	Granville, Vance, Warren
Pilot Mountain	Surry
Fort Fisher	New Hanover
Jordan Lake	Wake, Chatham, Durham, Orange
Morrow Mountain	Stanley
Weymouth Woods	Moore
Fort Macon	Carteret
Hammocks Beach	Onslow
Jockeys Ridge	Dare
Merchants Millpond	Gates

4.1 Select study park counties:
From the main menu, select "Selection" and "Select by Attributes."
Layer: "NC_counties"
Method: Create a new selection
SQL equation:

"COUNTY" = 'Transylvania County' OR "COUNTY" = 'Yancey County' OR
"COUNTY" = 'Wilkes County' OR "COUNTY" = 'Durham County' OR "COUNTY" =
'Orange County' OR "COUNTY" = 'Stokes County' OR "COUNTY" = 'Granville County'
OR "COUNTY" = 'Vance County' OR "COUNTY" = 'Warren County' OR "COUNTY" =
'Surry County' OR "COUNTY" = 'New Hanover County' OR "COUNTY" = 'Wake
County' OR "COUNTY" = 'Chatham County' OR "COUNTY" = 'Stanly County' OR
"COUNTY" = 'Moore County' OR "COUNTY" = 'Carteret County' OR "COUNTY" =
'Dare County' OR "COUNTY" = 'Gates County' OR "COUNTY" = 'Onslow County'

Before you execute the equation, select "verify" to allow ArcMap to examine the equation for any mistakes. Execute the equation.

4.2. Follow the steps 2.3-2.4 to create a new layer we'll call "studycounties.shp."

4.3 Example: Eno River State Park. We know from the table above that Eno River State Park is in Durham and Orange counties.

From the main menu, select “Selection” and “Select by Attributes.”
Layer: “studycounties”
Method: Create a new selection
SQL equation: “County” = ‘Durham’ or “County” = ‘Orange’

From the main menu, select “Selection” and “Select by Location.”
Select features from “nczips”
That intersect ‘study counties’ (select ‘use selected features’).
Click “Apply”

- 4.4 Right click on “nczips,” select “Open Attribute Table.”
Toggle the “selected” button to show just the zip codes in Durham and Orange Counties.
There should be 33 zip codes.
Select “Options” Export → export selected features.
Save as “enrizip.dbf.” and save to map as a new file.
- 4.5 Finished! Now you can open this file in Excel, Access, or any other .dbf compatible database program and use these zip codes to select out the ‘local’ surveys from the non-local.

APPENDIX C

Park Tables

Eno River State Park
Durham and Orange Counties
Economic Impacts of Primary Purpose, Non-Local Visitors

Average Party Size	2.36	Total Visitor Days FY2004	298,989
Average Visit (days)	1.07	Estimated Non-Local Visitors	51,998

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose, Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$1.95	Groceries	\$101,474.88
Dining Out	\$5.71	Dining Out	\$297,131.43
Rec. Equipment & Supplies	\$2.83	Rec. Equipment & Supplies	\$147,065.05
Retail Shopping	\$0.00	Retail Shopping	\$0.00
Lodging	\$2.83	Lodging	\$147,065.05
Auto Expenses	\$2.01	Auto Expenses	\$104,416.19
Total:	\$15.33	Total:	\$797,152.60

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Resident Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$137,119	Groceries	\$56,245
Dining Out	\$395,635	Dining Out	\$137,030
Rec. Equipment & Supplies	\$189,037	Rec. Equipment & Supplies	\$96,934
Retail Shopping	\$0	Retail Shopping	\$0
Lodging	\$193,367	Lodging	\$75,537
Auto Expenses	\$141,210	Auto Expenses	\$62,288
Total:	\$1,056,368	Total:	\$428,034

Economic Impact of Non-Local Visitors on Employment		Economic Impact of Park Operating Budget	
Expenditure Type	Number of Jobs	Park Budget	\$505,469.48
Groceries	2.3	Impact on Sales	\$680,812.00
Dining Out	7.0	Impact on Personal Income	\$479,318.00
Rec. Equipment & Supplies	5.0	Impact on Employment*	10.6
Retail Shopping	0.0	*Number of jobs created	
Lodging	2.8		
Auto Expenses	1.9		
Total:	19.0		

Summary of Eno River State Park Impact On Durham & Orange Counties Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget			
Impact on Sales	Impact on Personal Income	Impact on Employment	Sales Tax Generated
\$1,737,180.00	\$907,352.00	29.6	\$43,429

Fort Fisher State Recreation Area
New Hanover County
Economic Impacts of Primary Purpose, Non-Local Visitors

Average Party Size	3.55	Total Visitor Days FY2004	740,377
Average Visit (days)	1.65	Estimated Non-Local Visitors	333,170

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose, Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$7.26	Groceries	\$2,418,138.01
Dining Out	\$12.51	Dining Out	\$4,167,958.51
Rec. Equipment & Supplies	\$5.09	Rec. Equipment & Supplies	\$1,695,263.97
Retail Shopping	\$3.66	Retail Shopping	\$1,218,696.63
Lodging	\$8.07	Lodging	\$2,687,711.45
Auto Expenses	\$6.95	Auto Expenses	\$2,316,109.10
Total:	\$43.53	Total:	\$14,503,877.66

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Personal Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$3,371,126	Groceries	\$1,341,137
Dining Out	\$5,523,125	Dining Out	\$1,613,548
Rec. Equipment & Supplies	\$2,218,531	Rec. Equipment & Supplies	\$1,114,948
Retail Shopping	\$1,584,300	Retail Shopping	\$726,790
Lodging	\$3,640,483	Lodging	\$1,383,173
Auto Expenses	\$3,159,570	Auto Expenses	\$1,368,231
Total:	\$19,497,135	Total:	\$7,547,827

Economic Impact of Non-Local Visitors on Employment		Economic Impact of Park Operating Budget	
Expenditure Type	Number of Jobs	Park Budget	
Groceries	59.6		\$398,908.15
Dining Out	103	Impact on Sales	\$570,410
Rec. Equipment & Supplies	72.0	Impact on Personal Income	\$388,377
Retail Shopping	30.4	Impact on Employment*	8.6
Lodging	62.7	*Number of jobs created	
Auto Expenses	54.5		
Total:	382.2		

Summary of Fort Fisher State Park Impact on New Hanover County Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget			
Impact on Sales	Impact on Personal Income	Impact on Employment	Sales Tax Generated
\$20,067,545	\$7,936,204	390.8	\$501,688

Fort Macon State Park
Carteret County
Economic Impacts of Primary Purpose, Non-Local Visitors

Average Party Size	3.44	Total Visitor Days FY2004	1,297,106
Average Visit (days)	1.86	Estimated Non-Local Visitors	305,496

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose, Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$5.58	Groceries	\$1,705,342.90
Dining Out	\$6.43	Dining Out	\$1,965,055.67
Rec. Equipment & Supplies	\$1.28	Rec. Equipment & Supplies	\$390,351.43
Retail Shopping	\$6.61	Retail Shopping	\$2,018,249.85
Lodging	\$13.03	Lodging	\$3,980,958.72
Auto Expenses	\$6.70	Auto Expenses	\$2,045,629.21
Total:	\$39.63	Total:	\$12,105,587.79

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Resident Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$2,207,804	Groceries	\$837,878
Dining Out	\$2,629,572	Dining Out	\$827,982
Rec. Equipment & Supplies	\$493,427	Rec. Equipment & Supplies	\$249,855
Retail Shopping	\$2,526,378	Retail Shopping	\$1,165,284
Lodging	\$5,192,250	Lodging	\$1,953,219
Auto Expenses	\$2,654,199	Auto Expenses	\$1,154,070
Total:	\$15,703,630	Total:	\$6,188,288

Economic Impact of Non-Local Visitors on Employment		Economic Impact of Park Operating Budget	
Expenditure Type	Total	Park Budget	\$522,450
Groceries	40		
Dining Out	53	Impact on Sales	\$710,540
Rec. Equipment & Supplies	15.4		
Retail Shopping	52.5	Impact on Personal Income	\$488,044
Lodging	103.3		
Auto Expenses	48.1	Impact on Employment *	14.1
Total:	312.3	Number of jobs created	

Summary of Fort Macon State Park Impact
On Carteret County

Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget			
Impact on Sales	Impact on Personal Income	Impact on Employment	Sales Tax Generated
\$16,414,170	\$6,676,332	326.4	\$410,354

Gorges State Park
Transylvania County
Economic Impacts of Primary Purpose, Non-Local Visitors

Average Party Size	2.75	Total Visitor Days FY2004	134,072
Average Visit (days)	1.22	Estimated Non-Local Visitors	60,624

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose, Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$3.50	Groceries	\$212,319.52
Dining Out	\$14.07	Dining Out	\$852,753.04
Rec. Equipment & Supplies	\$2.87	Rec. Equipment & Supplies	\$173,747.56
Retail Shopping	\$3.87	Retail Shopping	\$234,906.71
Lodging	\$13.01	Lodging	\$788,813.94
Auto Expenses	\$4.47	Auto Expenses	\$270,698.70
Total:	\$41.79	Total:	\$2,533,239.48

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Resident Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$266,656	Groceries	\$100,959
Dining Out	\$1,087,649	Dining Out	\$340,156
Rec. Equipment & Supplies	\$217,792	Rec. Equipment & Supplies	\$110,001
Retail Shopping	\$289,045	Retail Shopping	\$133,504
Lodging	\$1,004,426	Lodging	\$381,324
Auto Expenses	\$501,396	Auto Expenses	\$149,713
Total:	\$3,366,964	Total:	\$1,215,657

Economic Impact of Non-Local Visitors on Employment		Economic Impact of Park Operating Budget	
Expenditure Type	Number of Jobs	Park Budget	\$253,509.17
Groceries	4.8	Impact on Sales	\$351,784
Dining Out	22.3	Impact on Personal Income	\$242,800
Rec. Equipment & Supplies	6.5	Impact on Employment*	7
Retail Shopping	6.3	*Number of jobs created	
Lodging	15.5		
Auto Expenses	8.6		
Total:	64		

Summary of Gorges State Park Impact on Transylvania County Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget			
Impact on Sales	Impact on Personal Income	Impact on Employment	Sales Tax Generated
\$3,718,748	\$1,458,457	71	\$92,968

Hammocks Beach State Park
Onslow County
Economic Impacts of Primary Purpose, Non-Local Visitors

Average Party Size	3.15	Total Visitor Days FY2004	133,953
Average Visit (days)	1.47	Estimated Non-Local Visitors	69,110

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose, Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$2.66	Groceries	\$183,922.10
Dining Out	\$5.78	Dining Out	\$399,389.53
Rec. Equipment & Supplies	\$1.52	Rec. Equipment & Supplies	\$104,966.58
Retail Shopping	\$1.40	Retail Shopping	\$96,480.70
Lodging	\$6.57	Lodging	\$453,809.81
Auto Expenses	\$5.05	Auto Expenses	\$348,974.00
Total:	\$22.97	Total:	\$1,587,542.72

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Resident Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$226,309	Groceries	\$85,648
Dining Out	\$484,408	Dining Out	\$141,241
Rec. Equipment & Supplies	\$124,606	Rec. Equipment & Supplies	\$64,142
Retail Shopping	\$114,222	Retail Shopping	\$53,333
Lodging	\$560,051	Lodging	\$212,156
Auto Expenses	\$427,854	Auto Expenses	\$187,865
Total:	\$1,937,450	Total:	\$744,385

Economic Impact of Non-Local Visitors on Employment		Economic Impact of Park Operating Budget	
Expenditure Type	Number of Jobs		
Groceries	4.7	Park Budget	\$588,238.80
Dining Out	11	Impact on Sales	\$735,386.00
Rec. Equipment & Supplies	3.8	Impact on Personal Income	\$531,071.00
Retail Shopping	2.7	Impact on Employment*	15.3
Lodging	12.2		
Auto Expenses	8.2		
Total:	42.6		

*Number of jobs created

Summary of Hammock's Beach State Park Impact on Onslow County Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget			
Impact on Sales	Impact on Personal Income	Impact on Employment*	Sales Tax Generated
\$2,672,836	\$1,275,456	57.9	\$66,820

Hanging Rock State Park
Stokes County
Economic Impacts of Primary Purpose, Non-Local Visitors

Average Party Size	3.04	Total Visitor Days FY2004	329,520
Average Visit (days)	1.55	Estimated Non-Local Visitors	99,441

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$3.35	Groceries	\$333,405.49
Dining Out	\$1.67	Dining Out	\$166,081.49
Rec. Equipment & Supplies	\$0.85	Rec. Equipment & Supplies	\$84,904.50
Retail Shopping	\$1.00	Retail Shopping	\$99,400.40
Lodging	\$2.71	Lodging	\$269,209.40
Auto Expenses	\$4.05	Auto Expenses	\$402,571.60
Total:	\$13.63	Total:	\$1,355,572.89

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Resident Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$381,170	Groceries	\$146,349
Dining Out	\$197,107	Dining Out	\$58,582
Rec. Equipment & Supplies	\$96,135	Rec. Equipment & Supplies	\$49,582
Retail Shopping	\$111,911	Retail Shopping	\$52,517
Lodging	\$309,359	Lodging	\$117,689
Auto Expenses	\$463,097	Auto Expenses	\$204,726
Total:	\$1,558,779	Total:	\$629,445

Economic Impact of Non-Local Visitors on Employment		Economic Impact of Park Operating Budget	
Expenditure Type	Total	Park Budget	
Groceries	7		\$616,920
Dining Out	4.3		
Rec. Equipment & Supplies	3	Impact on Sales	\$744,425
Retail Shopping	3.1		
Lodging	7.3	Impact on Personal Income	\$542,203
Auto Expenses	5.9		
Total:	30.6	Impact on Employment*	16.1

*Number of jobs created

Summary of Hanging Rock State Park Impact
on Stokes County

Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget			
Impact on Sales	Impact on Personal Income	Number of Jobs created	Sales Tax Generated
\$2,303,204	\$1,171,648	46.7	\$57,580

Jockey's Ridge State Park
Dare County

Economic Impacts of Primary Purpose, Non-Local Visitors

Average Party Size	3.26	Total Visitor Days FY2004	871,572
Average Visit (days)	1.88	Estimated Non-Local Visitors	214,988

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose, Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$2.35	Groceries	\$504,180.19
Dining Out	\$11.85	Dining Out	\$2,546,624.44
Rec. Equipment & Supplies	\$1.35	Rec. Equipment & Supplies	\$291,189.78
Retail Shopping	\$11.82	Retail Shopping	\$2,541,479.74
Lodging	\$17.43	Lodging	\$3,747,396.45
Auto Expenses	\$5.26	Auto Expenses	\$1,129,775.21
Total:	\$50.05	Total:	\$10,760,645.81

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Resident Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$643,183	Groceries	\$246,812
Dining Out	\$3,309,681	Dining Out	\$1,132,162
Rec. Equipment & Supplies	\$360,042	Rec. Equipment & Supplies	\$170,853
Retail Shopping	\$3,132,713	Retail Shopping	\$1,450,538
Lodging	\$4,771,597	Lodging	\$1,814,955
Auto Expenses	\$1,443,013	Auto Expenses	\$629,742
Total:	\$13,660,229	Total:	\$5,445,062

Economic Impact of Non-Local Visitors on Employment		Economic Impact of Park Operating Budget	
Expenditure Type	Total	Park Budget	
Groceries	10.1		\$446,309.77
Dining Out	8.6	Impact on Sales	\$595,692.00
Rec. Equipment & Supplies	33.6	Impact on Personal Income	\$415,526.00
Retail Shopping	59.6	Impact on Employment*	11.2
Lodging	86.4	*Number of jobs created	
Auto Expenses	23.2		
Total:	247.8		

Summary of Jockey's Ridge State Park Impact
on Dare County

Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget

Impact on Sales	Impact on Personal Income	Impact on Employment	Sales Tax Generated
\$14,255,921.00	\$5,860,588.00	259	\$356,398

Jordan Lake State Recreation Area
Chatham, Durham, Orange and Wake Counties
Economic Impacts of Primary Purpose, Non-Local Visitors

Average Party Size	3.72	Total Visitor Days FY2004	939,362
Average Visit (days)	2.34	Estimated Non-Local Visitor	239,357

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose, Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$4.02	Groceries	\$962,817.16
Dining Out	\$0.94	Dining Out	\$225,903.70
Rec. Equipment & Supplies	\$1.92	Rec. Equipment & Supplies	\$459,597.19
Retail Shopping	\$0.75	Retail Shopping	\$178,645.69
Lodging	\$0.89	Lodging	\$212,920.73
Auto Expenses	\$3.49	Auto Expenses	\$834,911.98
Total:	\$12.01	Total:	\$2,874,796.44

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Resident Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$1,395,656	Groceries	\$562,097.00
Dining Out	\$334,950	Dining Out	\$111,853.00
Rec. Equipment & Supplies	\$629,260	Rec. Equipment & Supplies	\$314,582.00
Retail Shopping	\$243,553	Retail Shopping	\$111,620.00
Lodging	\$301,623	Lodging	\$115,548.00
Auto Expenses	\$1,191,499	Auto Expenses	\$516,777.00
Total:	\$4,096,541	Total:	\$1,732,477.00

Economic Impact of Non-Local Visitors on Employment		Economic Impact of Park Operating Budget	
Expenditure Type	Total	Park Budget	
Groceries	22.3		\$2,102,096.06
Dining Out	5.6	Impact on Sales	\$771,529
Rec. Equipment & Supplies	14.7	Impact on Personal Income	\$514,244
Retail Shopping	4.6	Impact on Employment	12.1
Lodging	4.3	*Number of jobs created	
Auto Expenses	16.6		
Total:	68.1		

Summary of Jordan Lake State Park Impact
on Chatham, Durham, Orange & Wake Counties
Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget

Impact on Sales	Impact on Personal Income	Number of Jobs created	Sales Tax Generated
\$4,868,070.00	\$2,246,721.00	80.2	\$121,701

Kerr Lake State Recreation Area
Granville, Vance, and Warren Counties
Economic Impacts of Primary Purpose, Non-Local Visitors

Average Party Size	2.90	Total Visitor Days FY2004	1,506,020
Average Visit (days)	2.90	Estimated Non-Local Visitors	951,171

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose, Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$2.34	Groceries	\$2,227,749.33
Dining Out	\$1.58	Dining Out	\$1,503,059.79
Rec. Equipment & Supplies	\$0.88	Rec. Equipment & Supplies	\$837,419.03
Retail Shopping	\$1.04	Retail Shopping	\$987,725.01
Lodging	\$4.51	Lodging	\$4,294,456.54
Auto Expenses	\$3.13	Auto Expenses	\$2,973,911.16
Total:	\$13.48	Total:	\$12,824,320.85

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Resident Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$2,624,517	Groceries	\$1,019,909
Dining Out	\$1,771,838	Dining Out	\$537,918
Rec. Equipment & Supplies	\$989,357	Rec. Equipment & Supplies	\$515,024
Retail Shopping	\$1,155,369	Retail Shopping	\$547,195
Lodging	\$5,152,126	Lodging	\$1,992,042
Auto Expenses	\$3,546,393	Auto Expenses	\$1,585,744
Total:	\$15,239,600	Total:	\$6,197,832

Economic Impact of Non-Local Visitors on Employment		Economic Impact of Park Operating Budget	
Expenditure Type	Total	Park Budget	\$1,815,555.50
Groceries	51.2	Impact on Sales	\$2,329,614
Dining Out	39.6	Impact on Personal Income	\$1,665,909
Rec. Equipment & Supplies	21	Impact on Employment*	47
Retail Shopping	27.7		
Lodging	128.7		
Auto Expenses	59.4		
Total:	327.6		

*Number of jobs created

Summary of Kerr Lake State Park
on Granville, Vance & Warren Counties
Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget

Impact on Sales	Impact on Personal Income	Number of Jobs created	Sales Tax Generated
\$17,569,214	\$7,863,741	374.6	\$439,230

Merchants Millpond State Park
Gates County
Economic Impacts of Primary Purpose, Non-Local Visitors

Average Party Size	2.76	Total Visitor Days FY2004	197,830
Average Visit (days)	2.44	Estimated Non-Local Visitors	147,634

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose, Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$2.89	Groceries	\$426,171.80
Dining Out	\$2.12	Dining Out	\$313,490.57
Rec. Equipment & Supplies	\$1.70	Rec. Equipment & Supplies	\$250,792.46
Retail Shopping	\$0.22	Retail Shopping	\$32,883.63
Lodging	\$0.00	Lodging	\$0.00
Auto Expenses	\$2.55	Auto Expenses	\$375,750.24
Total:	\$9.48	Total:	\$1,399,088.68

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Resident Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$472,549	Groceries	\$170,683.00
Dining Out	\$353,538	Dining Out	\$94,868.00
Rec. Equipment & Supplies	\$0	Rec. Equipment & Supplies	\$0.00
Retail Shopping	\$35,345	Retail Shopping	\$16,495.00
Lodging	\$0	Lodging	\$0.00
Auto Expenses	\$415,333	Auto Expenses	\$184,997.00
Total:	\$1,276,765	Total:	\$467,043.00

Economic Impact of Non-Local Visitors on Employment		Economic Impact of Park Operating Budget	
Expenditure Type	Total	Park Budget	
Groceries	14.7		\$392,750.57
Dining Out	8.7	Impact on Sales	\$453,105.00
Rec. Equipment & Supplies	0	Impact on Personal Income	\$339,029.00
Retail Shopping	0.9	Impact on Employment*	9.8
Lodging	0	*Number of jobs created	
Auto Expenses	13.6		
Total:	37.9		

Summary of Merchants Millpond State Park Impact
on Gates County

Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget

Impact on Sales	Impact on Personal Income	Number of Jobs created	Sales Tax Generated
\$1,729,870.00	\$806,072.00	47.7	\$43,246

Morrow Mountain State Park
Stanly County
Primary Purpose Visitors

Average Party Size	3.38	Total Visitor Days FY2004	259,580
Average Visit (days)	1.78	Estimated Non-Local Visitors	180,084

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose, Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$3.57	Groceries	\$642,081.32
Dining Out	\$1.45	Dining Out	\$261,947.64
Rec. Equipment & Supplies	\$1.32	Rec. Equipment & Supplies	\$237,987.37
Retail Shopping	\$1.03	Retail Shopping	\$185,490.16
Lodging	\$0.76	Lodging	\$136,223.54
Auto Expenses	\$2.41	Auto Expenses	\$433,976.97
Total:	\$10.54	Total:	\$1,897,707.00

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Personal Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$792,324	Groceries	\$304,081
Dining Out	\$321,326	Dining Out	\$96,447
Rec. Equipment & Supplies	\$291,541	Rec. Equipment & Supplies	\$149,290
Retail Shopping	\$224,393	Retail Shopping	\$104,979
Lodging	\$169,836	Lodging	\$65,123
Auto Expenses	\$538,327	Auto Expenses	\$238,487
Total:	\$2,337,747	Total:	\$958,407

Economic Impact of Non-Local Visitors on Employment		Economic Impact of Park Operating Budget	
Expenditure Type	Total	Park Budget	\$601,793.94
Groceries	15.9	Impact on Sales	\$817,602
Dining Out	7.2	Impact on Personal Income	\$573,230
Rec. Equipment & Supplies	10.6	Impact on Employment*	16.7
Retail Shopping	5.2	*Number of jobs created	
Lodging	3.6		
Auto Expenses	12.3		
Total:	54.8		

Summary of Morrow Mountain State Park Impact on Stanly County Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget			
Impact on Sales	Impact on Personal Income	Number of Jobs created	Sales Tax Generated
\$3,155,349	\$1,531,637	71.5	\$78,883

Mount Mitchell State Park
Yancey County
Primary Purpose, Non-Local Visitors

Average Party Size	2.97	Total Visitor Days FY 2004	434,374
Average Visit (days)	1.16	Estimated Non-Local Visitors	226,236

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose, Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$3.90	Groceries	\$882,198.17
Dining Out	\$9.26	Dining Out	\$2,093,892.04
Rec. Equipment & Supplies	\$0.98	Rec. Equipment & Supplies	\$221,435.28
Retail Shopping	\$5.05	Retail Shopping	\$1,141,720.32
Lodging	\$11.34	Lodging	\$2,565,992.06
Auto Expenses	\$8.71	Auto Expenses	\$1,969,888.28
Total:	\$39.23	Total:	\$8,875,126.15

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Resident Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$1,019,637	Groceries	\$412,740
Dining Out	\$2,453,798	Dining Out	\$722,856
Rec. Equipment & Supplies	\$253,386	Rec. Equipment & Supplies	\$131,421
Retail Shopping	\$1,289,813	Retail Shopping	\$607,750
Lodging	\$2,986,309	Lodging	\$1,143,356
Auto Expenses	\$2,275,163	Auto Expenses	\$1,005,195
Total:	\$10,278,106	Total:	\$4,023,318

Economic Impact of Non-Local Visitors on Employment		Economic Impact of Park Operating Budget	
Expenditure Type	Total	Park Budget	
Groceries	19.4		\$746,950.62
Dining Out	56	Impact on Sales	\$943,853.00
Rec. Equipment & Supplies	8.0	Impact on Personal Income	\$679,314.00
Retail Shopping	32.6	Impact on Employment*	21.5
Lodging	63.6	*Number of jobs created	
Auto Expenses	35.7		
Total:	215.3		

Summary of Mount Mitchell State Park Impact
on Yancey County

Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget

Impact on Sales	Impact on Personal Income	Number of Jobs created	Sales Tax Generated
\$11,221,959	\$4,702,632	236.8	\$280,549

Pilot Mountain State Park
Surry County
Primary Purpose Visitors

Average Party Size	3.21	Total Visitor Days FY2004	383,752
Average Visit	1.47	Estimated Non-Local Visitors	227,605

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose, Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$2.27	Groceries	\$515,579.21
Dining Out	\$1.91	Dining Out	\$435,653.18
Rec. Equipment & Supplies	\$1.09	Rec. Equipment & Supplies	\$247,095.28
Retail Shopping	\$0.69	Retail Shopping	\$157,600.63
Lodging	\$0.95	Lodging	\$216,700.87
Auto Expenses	\$2.33	Auto Expenses	\$531,339.28
Total:	\$9.24	Total:	\$2,103,968.44

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Personal Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$644,220	Groceries	\$246,491
Dining Out	\$573,758	Dining Out	\$171,972
Rec. Equipment & Supplies	\$309,500	Rec. Equipment & Supplies	\$157,106
Retail Shopping	\$192,557	Retail Shopping	\$89,699
Lodging	\$269,157	Lodging	\$103,117
Auto Expenses	\$665,530	Auto Expenses	\$294,085
Total:	\$2,654,722	Total:	\$1,062,470

Economic Impact of Non-Local Visitors on Employment		Economic Impact of Park Operating Budget	
Expenditure Type	Total	Park Budget	
Groceries	12.7		
Dining Out	12.3	Impact on Sales	\$647,494
Rec. Equipment & Supplies	11.8		
Retail Shopping	4.6	Impact on Personal Income	\$448,018
Lodging	5.4		
Auto Expenses	13.2	Impact on Employment*	13.1
Total:	60	Number of jobs created	

Summary of Pilot Mountain State Park Impact on Surry County Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget			
Impact on Sales	Impact on Personal Income	Number of Jobs created	Sales Tax Generated
\$3,302,216	\$1,510,488	73.1	\$82,555

Stone Mountain State Park
Wilkes County
Primary Purpose Visitors

Average Party Size	2.83	Total Visitor Days FY2004	425,988
Average Visit (day)	1.40	Estimated Non-Local Visitors	278,829

Per person Per Day Expenditures Primary Purpose, Non-Local Visitors		Annual Expenditures of Primary Purpose, Non-Local Visitors	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$1.67	Groceries	\$466,717.85
Dining Out	\$2.71	Dining Out	\$756,102.40
Rec. Equipment & Supplies	\$0.39	Rec. Equipment & Supplies	\$108,153.82
Retail Shopping	\$0.82	Retail Shopping	\$228,974.31
Lodging	\$1.61	Lodging	\$448,205.03
Auto Expenses	\$3.81	Auto Expenses	\$1,063,025.41
Total:	\$11.01	Total:	\$3,071,178.83

Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Personal Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$571,600	Groceries	\$223,306.00
Dining Out	\$985,625	Dining Out	\$298,526.00
Rec. Equipment & Supplies	\$131,813	Rec. Equipment & Supplies	\$67,914.00
Retail Shopping	\$274,878	Retail Shopping	\$128,771.00
Lodging	\$554,005	Lodging	\$213,341.00
Auto Expenses	\$1,311,311	Auto Expenses	\$582,678.00
Total:	\$3,829,232	Total:	\$1,514,536.00

Economic Impact of Non-Local Visitors on Employment		Economic Impact of park Operating Budget	
Expenditure Type	Total	Park Budget	\$539,241.50
Groceries	9.6	Impact on Sales	\$725,291.00
Dining Out	20.5	Impact on Personal Income	\$508,289.00
Rec. Equipment & Supplies	3.7	Impact on Employment*	14.8
Retail Shopping	7	*Number of jobs created	
Lodging	12.6		
Auto Expenses	26		
Total:	79.4		

Summary of Stone Mountain State Park Impact
On Wilkes County

Primary Purpose, Non-Local Visitor Expenditures & Park Operating Budget			
Impact on Sales	Impact on Personal Income	Number of Jobs created	Sales Tax Generated
\$4,554,523.00	\$2,022,825.00	94.2	\$113,863

APPENDIX D

Respondent Characteristics

Table 19 Types of Respondent Groups

Types of Respondent Groups						
Park	Total ¹ (n)	Group Size ² (Mean)	All ³	Local ⁴	Casual ⁵	Primary ⁶
Eno River	550	2.78	198	153	16	29
Fort Fisher	709	4.48	158	47	39	72
Fort Macon	1065	4.14	257	30	166	61
Gorges	319	2.82	113	9	52	52
Hammock's Beach	673	4.29	157	42	34	81
Hanging Rock	552	3.27	169	104	14	51
Jockey's Ridge	1017	4.10	248	10	203	35
Jordan Lake	493	2.67	185	118	14	53
Kerr Lake	143	3.66	39	11	4	24
Merchants Millpond	186	2.78	67	12	5	50
Morrow Mountain	519	3.22	161	41	9	111
Mount Mitchell	414	2.88	144	10	59	75
Pilot Mountain	457	3.22	142	29	27	86
Stone Mountain	305	2.78	110	17	21	72
Total:	7,402	3.44	2,148	633	663	852

*overall average

¹ Total (n) = the total number of respondents surveyed at each park. Represents mean group size by total number of surveys collected (All).

² Group size (Mean) = the average group size reported by respondents.

³ All = number of usable surveys, including local, primary purpose, non-local, and casual visitors

⁴ Local = number of total surveys that were completed by local visitors

⁵ Casual = number of surveys that were completed by casual use visitors

⁶ Primary = number of surveys that were completed by primary purpose, non-local visitors

Table 20 Characteristics of Primary Purpose, Non-Local Visitors

Park Unit	Average Group Size	Average Number of Days in Area (This Visit)	Average Number of Nights in Area (This Visit)	Average Prior Visits to Park
Eno River State Park	2.36	1.07	0.18	1.82
Fort Fisher State Recreation Area	3.55	1.65	1.32	5.69
Fort Macon State Park	3.44	1.86	1.95	3.89
Gorges State Park	2.75	1.22	0.86	1.06
Hammocks Beach State Park	3.15	1.47	0.96	5.30
Hanging Rock State Park	3.04	1.55	0.93	2.67
Jockey's Ridge State Park	3.26	1.88	1.83	2.66
Jordan Lake State Recreation Area	3.72	2.34	1.66	5.85
Kerr Lake State Recreation Area	2.90	2.90	2.52	7.48
Merchants Millpond State Park	2.76	2.44	1.44	0.92
Morrow Mountain State Park	3.38	1.78	1.09	3.38
Mount Mitchell State Park	2.97	1.16	0.85	1.42
Pilot Mountain State Park	3.21	1.47	0.74	5.55
Stone Mountain State Park	2.83	1.40	0.54	2.69

Table 21 Activity Participation by Park, of Primary Purpose, Non-Local Visitors

Park Unit	Backpacking	Camping	Hiking	Horseback Riding	Bicycling	Rock Climbing	Fishing	Boating	ORV	Canoeing/Kayaking	Swimming	Educational Activities	Picnicking	Other
Eno River State Park	11%	4%	86%	0%	0%	0%	25%	0%	0%	14%	14%	0%	21%	4%
Fort Fisher State Recreation Area	0%	0%	21%	0%	0%	0%	34%	0%	35%	7%	4%	31%	72%	7%
Fort Macon State Park	0%	0%	30%	0%	2%	0%	43%	0%	0%	0%	26%	53%	39%	2%
Gorges State Park	10%	6%	96%	0%	0%	0%	2%	0%	0%	0%	0%	2%	39%	4%
Hammocks Beach State Park	0%	31%	8%	0%	0%	0%	24%	0%	0%	15%	58%	30%	48%	24%
Hanging Rock State Park	30%	45%	73%	0%	0%	16%	22%	0%	0%	12%	45%	20%	55%	4%
Jockey's Ridge State Park	0%	0%	57%	0%	0%	0%	6%	0%	0%	3%	9%	23%	0%	40%
Jordan Lake State Recreation Area	6%	40%	21%	0%	11%	0%	42%	8%	0%	6%	45%	0%	53%	2%
Kerr Lake State Recreation Area	0%	75%	0%	0%	21%	0%	54%	29%	0%	17%	25%	8%	17%	4%
Merchants Millpond State Park	0%	64%	76%	0%	0%	0%	12%	0%	0%	92%	0%	0%	82%	0%
Morrow Mountain State Park	0%	50%	62%	4%	0%	0%	38%	6%	0%	40%	15%	17%	46%	12%
Mount Mitchell State Park	4%	14%	81%	0%	0%	0%	0%	0%	0%	0%	0%	23%	28%	14%
Pilot Mountain State Park	6%	37%	87%	5%	0%	24%	7%	0%	0%	8%	0%	12%	38%	0%
Stone Mountain State Park	13%	29%	92%	0%	0%	11%	11%	0%	0%	0%	0%	6%	32%	4%

APPENDIX E

Overall Economic Impact Associated with the 14 Units of the North Carolina State Parks System On North Carolina

Economic Impact of Primary Purpose, Non-Local Visitors to 14 Units of the State Parks System on North Carolina

Average Party Size	3.14	Estimated Non-Local Visitors	3,388,531
Average Visit to Park Area	1.73		
Per Person Per Day Expenditures for Primary Purpose, Non-Local Visitors within North Carolina		Annual Expenditures of Primary Purpose, Non-Local Visitors within North Carolina	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$3.77	Groceries	\$12,778,284.70
Dining Out	\$5.06	Dining Out	\$17,138,224.71
Rec. Equipment & Supplies	\$2.00	Rec. Equipment & Supplies	\$6,765,699.10
Retail Shopping	\$2.43	Retail Shopping	\$8,248,006.21
Lodging	\$5.98	Lodging	\$20,252,156.92
Auto Expenses	\$4.32	Auto Expenses	\$14,643,309.74
Total:	\$23.56	Total:	\$79,825,681.38
Economic Impact of Non-Local Visitors on Sales		Economic Impact of Non-Local Visitors on Resident Income	
Expenditure Type	Total	Expenditure Type	Total
Groceries	\$21,814,329.00	Groceries	\$6,619,571.00
Dining Out	\$28,433,080.00	Dining Out	\$8,884,624.00
Rec. Equipment & Supplies	\$9,854,040.00	Rec. Equipment & Supplies	\$4,792,321.00
Retail Shopping	\$11,826,919.00	Retail Shopping	\$5,300,080.00
Lodging	\$30,164,355.00	Lodging	\$11,366,629.00
Auto Expenses	\$22,027,806.00	Auto Expenses	\$9,369,789.00
Total:	\$124,120,529.00	Total:	\$46,333,014.00
Economic Impact of Non-Local Visitors on Employment		Economic Impact of Non-Local Visitors On North Carolina	
Expenditure Type	Number of Jobs	Impact on Sales	\$124,120,529.00
Groceries	359.5	Impact on Personal Income	\$46,333,014.00
Dining Out	482.5	Impact on Employment	2119.8
Rec. Equipment & Supplies	238		
Retail Shopping	228.2		
Lodging	471.3		
Auto Expenses	340.3		
Total:	2119.8		

Economic Impact of 14 North Carolina State Parks Operating Budgets on North Carolina

Operating Budget Impact	
Park Budget	\$9,667,700.00
Impact on Sales	\$15,764,907.00
Impact on Personal Income	\$10,004,898.00
Impact on Employment*	256.9
*Number of jobs created	